Dec. 10th, 2025

# Asahi Group Sales Performance Overview (Nov. 2025)

Asahi Group Holdings, Ltd.

Due to the system disruption caused by the cyberattack that occurred on September 29, Asahi Group Holdings has postponed the disclosure of sales performance for its operating companies in Japan since September. We plan to announce the figures promptly once the systems are fully restored. In the meantime, we would like to provide the following overview for November, based on the data compiled as of today.

## ■ Asahi Breweries

- The preliminary revenue for November was in the upper 70% YoY.
- This was due to a reaction to the temporary surge in orders when shipments resumed in October, as well as restrictions on gift-item shipments ahead of the year-end demand period.
- The preliminary revenue for October-November combined was in the mid 80% YoY.

## ■ Asahi Soft Drinks

- The preliminary revenue for November was in the mid 70% YoY.
- With gradual expansion of shipped items, revenue has been recovering from around 60% YoY in October.

## ■ Asahi Group Foods

- The preliminary revenue for November was around 90% YoY.
- With gradual expansion of shipped items, revenue has been recovering from the mid 70% YoY in October.

Although order placement and shipping operations continued to be handled manually in November, Asahi Group Foods resumed system-based ordering on December 2, followed by Asahi Breweries and Asahi Soft Drinks on December 3. While some restrictions remain, including on delivery lead times, the Group aims to normalize overall logistics operations by February 2026.

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